**IT Applications Unit 3, AOS 1, Online Communities**

Complete the following, from Chapter 2, Online Communities, pgs, 44 –

1. Define an online community?

**Types of online communities:**

**Social networks and communities**

1. Describe the nature of a social networking site.

A social networking site is a website where its members can share their interests, stories, thoughts, photos and videos with other members of the online community.

1. List egs. of these sites.

Facebook, Twitter, Google, Instagram, Wave, LinkedIn and YouTube.

1. What is the primary purpose of social networking sites.

The main purpose of social networking sites is to form social networks and communities and to socialise.

1. Is there governance over these sites and do they add “new” content to the internet?

No there is no real governance over what people post on social networking sites, most of the content generated does not add to the content of the internet.

Personal Profile Sites

1. Describe the nature of personal profile sites.

Personal profile sites include the wall which contains comments or thoughts written by the author and their friends; information which includes groups the author belongs to and photos and videos the author posts.

1. As a social networking tool what does facebook enable users to do?

Facebook enables users to advertise for businesses and gives them the opportunity to create fan pages so they can brand their product.

1. What type of tool is twitter?

Twitter is a micro-blogging tool that broadcasts up to 140 characters worth of observations, thoughts and links to information. It’s like sending a text message except it broadcasts it to the online community.

1. What has been the strengths & weaknesses of twitter?

Twitter’s good because it can broadcast information instantly over social media about important events. A problem with Twitter is that because there is no moderation between posts they can be labelled social babble and businesses cannot advertise.

1. What do social networking tools, such as Flicker and YouTube allow users to do?

Flicker and YouTube allow users to upload, share and view various types of media such as photos and videos.

Issue:

1. How do social networking sites pose a legal and ethical minefield for employers?

Social networking sites pose a legal and ethical minefield for employers because……….

**Professional or work-based communities, p 49**

1. Describe the characteristics of professional or work-based communities.

Professional or work-based communities are generally established to facilitate learning in a particular industry and discussion is kept strictly ‘on topic’.

1. How does membership differ in these communities to social networking sites?

Membership is different in these communities compared to social networking because people are more truthful and are looking to build up a professional image and relationships whereas people on social networking sites often lie about who they are.

1. How does the content differ from social networking sites?

Content differs on professional or work based communities because people rely on quality content and regular participation from members.

**Project and interest based communities**

1. List the characteristics of these communities.

* Open to the public
* Free membership
* Encourage exchange of ideas

1. List an eg. of an interest based community.

Morris Minor Car Club of Victoria

1. Visit the project based community, <http://handmadehelpsout.blogspot.com/> as an eg. of one of these sites.